

## What's new at the Frankfurt Book Fair 2008?

### New exhibition areas and attractions at a glance

- Book communities, Internet marketplaces and mobile applications - the collective stand **Books & Bytes** (Hall 3.0 B 100) provides an overview of everything new with regards to books and the Internet. Supplementing the "Digital Market Place" in the Science Hall 4.2, Books & Bytes is dedicated to the realm of fiction.
- For the first time, the Frankfurt Book Fair in co-operation with German Rail is offering **specially priced train tickets**. Not only in Germany, but also for Fair participants from Amsterdam, Brussels and Zurich. The French SNCF is also enticing travellers with special rates.
- "Turkey in all its colours" is the motto of **Guest of Honour Turkey** at the Frankfurt Book Fair 2008 and is demonstrated by the country's many facets on exhibition in the Forum Level 1. Plus, in the course of congresses and symposiums, diverse discussions will cover myriad literary, social-political and academic subjects. Look forward to plenty of Turkish dance, theatre and music, as well.
- Just in time for the **60<sup>th</sup> Anniversary** of the Frankfurt Book Fair, the traditional **Exhibitors Night** has been revived. The motto says it all: "Setting the Beat for 60 Years." Dynamic details about the history of the Frankfurt Book Fair can be found on the anniversary website: [www.book-fair.com/anniversary/](http://www.book-fair.com/anniversary/).
- Are today's libraries a thing of the past? The industry newspaper for librarians B.I.T. online provides a podium for talks, theories and opinions about the future of libraries - at the new **B.I.T. Sofa** in the Foyer of Hall 4.2
- **LIS Corner** is the new meeting point for future professionals in the field of information sciences. At their first collective stand, the German Library and Information Science Universities provide information about studies, university projects and job perspectives (Hall 4.2 M 444).
- "That little something extra" is once again presented by the exhibition **Nonbook 4.0** concerning different sales items in bookshops. NEW: In connection with **theme worlds**, the stand demonstrates how books and nonbooks can be creatively combined. Because when done well, anything can work when it comes to showcasing books and their contents.

- The comic fan base grows and grows and grows. That's why this year, for the first time, artists and their fans will have eight instead of four **signing tables** in the Comics Centre (Hall 3.0 J 807). Stars expected this year are Joscha Sauer (Nichtlustig), Lewis Trondheim (Donjon), Bill Morrison (The Simpsons) and the Rattelschneck-Duo.
- More than 150 recommendations were submitted to the first ever competition "**Strangest Book Title of the Year 2008**". The winner will be announced by the editorial board of "Schotts Sammelsurium" (Berlin Verlag) and the trade magazine Börsenblatt, on October 15 at the Börsenblatt Café (Hall 4.0 G 1337).
- Moving pictures: For the first time, the Frankfurt Book Fair, in addition to newsletters, blogs and audio-podcasts, will be producing its own **vodcast**, short for "video podcast", during the Fair. These will be film clips with daily reports on the Fair, starting October 14 and to be found at [www.book-fair.com/podcast/](http://www.book-fair.com/podcast/). By the way - the Book Fair podcasters from earpaper.de will be at the Books & Bytes stand during the Fair (Hall 3.0 B 100).
- "**A Matter of taste?**" In the new thematic German book collection on show in Frankfurt for the first time, the name of the game is food and nutrition. The collection includes some 120 titles, including cookbooks, scientific publications, literary adaptations as well as children's and youth literature (Hall 4.2 Q 101).
- In the new **LitCam Lounge** just next door to the ZEIT Education Forum, the organisations will be present that participated in this year's LitCam Conference (Frankfurt Book Fair Literacy Campaign). Every day at 12.00 noon discussions and informative events will take place (Hall 3.1 L 120) [www.litcam.de](http://www.litcam.de).
- The international Educational Publishing Pavilion EPP has opened its doors even wider to the digital world. In the **EPP Technology Section**, providers can present their educational online products (Hall 4.2 A 403).

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